

Amendments to Claims

Listing of Claims

Claims 1-18 (cancelled)

Claims 19-23 (new)

Text of Claims

1. (cancelled)
2. (cancelled)
3. (cancelled)
4. (cancelled)
5. (cancelled)
6. (cancelled)
7. (cancelled)
8. (cancelled)
9. (cancelled)
10. (cancelled)
11. (cancelled)
12. (cancelled)
13. (cancelled)
14. (cancelled)

15. (cancelled)

16. (cancelled)

17. (cancelled)

18. (cancelled)

19. (new): A method for prioritizing search results retrieved from a plurality of listings pertaining to a same category within a database accessible via the Internet comprising:

a node on the Internet incorporating a database;

a plurality of listings pertaining to a same category within the database;

a listing form for entering a listing into the database incorporating two or more predetermined keywords associated with the category wherein each predetermined keyword is associated with a bid amount;

a predetermined cumulative bid amount for entering a listing into the database;

wherein the sum of the bid amounts for the predetermined keywords equals the predetermined cumulative bid amount for entering a listing into the database;

and a search of the category is performed by a user specifying at least one predetermined keyword;

wherein the priority of a listing presented to the user is determined by the bid amount correlated to the at least one predetermined keyword.

20. (new) The method of claim 19 wherein the user specifies two or more predetermined keywords and the priority of a listing is determined by the sum of the bid amounts for the two or more predetermined keywords correlated to that listing.